

Community
ConnectLabs

Reporting and Metrics March 2020

Progress on Planning and Training Milestones

MILESTONE	PLANNED DATE	STATUS
DHS/ UIC Platform Training	January 9	✓ Complete
Census Team Product Training	January 13	✓ Complete
Product One Pagers	January 15	✓ Complete
Regional Intermediary Product Training	January 21	✓ Complete
Editable Marketing Templates with QR codes	February 11	✓ Complete
1-minute promo videos	February 13	✓ Complete
Toolkits for each solution	February 18	✓ Complete
Forefront Training	March 20	✓ Complete
Cook County Training	March 24	✓ Complete

Cumulative Stats & Insights

Total impressions to date	1.3M+ Kivvit Marketing Campaign and RI outreach
Total % change in engagement since 3/12 Kivvit marketing launch	50.5% ▲ Change across all three solutions
Total % change in engagement for Field Staff Recruiter since marketing launch	203% ▲
Total % change in engagement for Community Motivator since marketing launch	66.6% ▲
Total % change in engagement for HelpDesk since marketing launch	18% ▲

All key stakeholders have been trained on the three solutions. While the engagement totals got off to a slow start and started to gain momentum at the onset of the coronavirus outbreak, there have still been steady gains across all the solutions.

The success of the solutions is largely dependent on marketing and advertising as evidenced by the surge in engagement since the March 12th statewide marketing campaign launch with Kivvit.

CommunityConnect Labs (CCL) expects to see a continued uptick in engagement across all three solutions with the advancement of the planned marketing activity concurrent with the outreach strategies of the Regional Intermediaries (RIs).

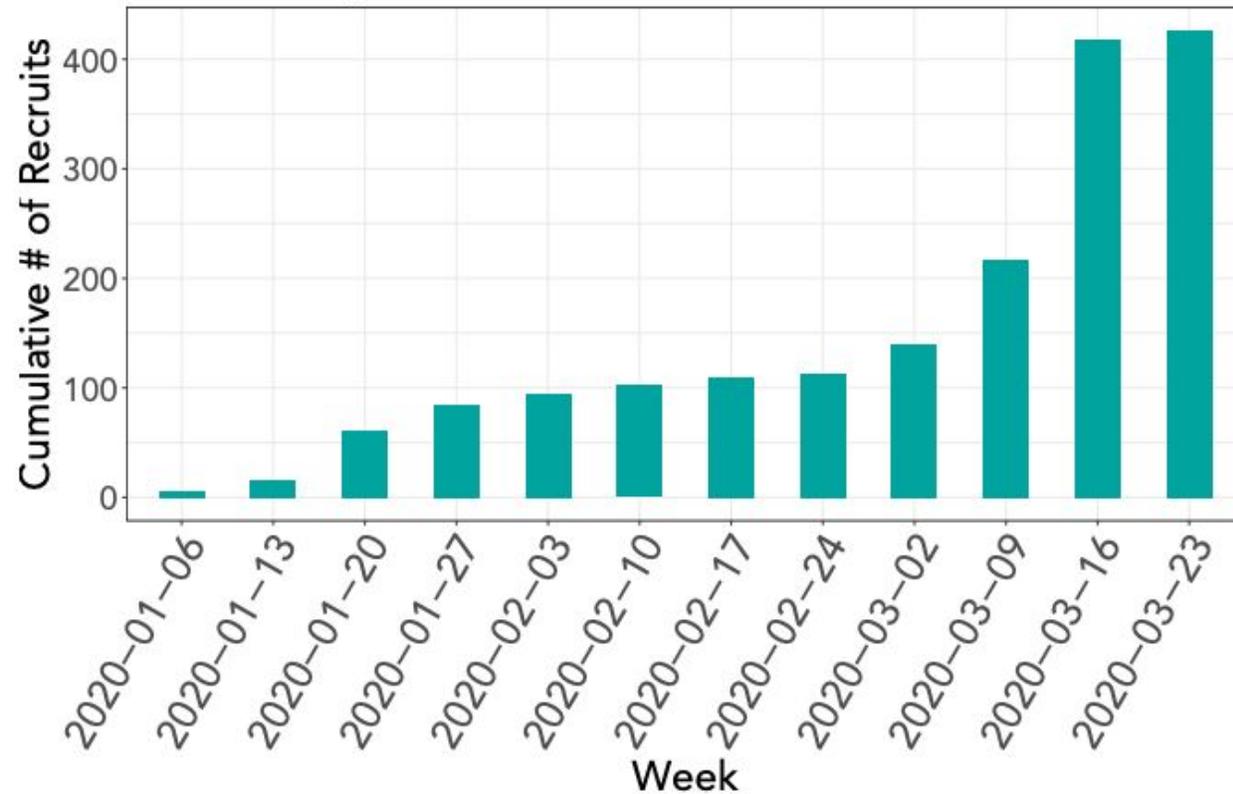
Tracking Statewide Engagement by Solution: Field Staff Recruiter

Build, engage, and support a pipeline of qualified field staff candidates via text.

Start words: Jobs (English), Empleo (Spanish)
to 987987

Field Staff Recruiter Progress

Recruits by Week



203% ▲

Change in engagement since marketing launch

LANGUAGES: English and Spanish

PROGRESS: The Field Staff Recruiter solution has shown the highest increase in engagement of the three solutions.

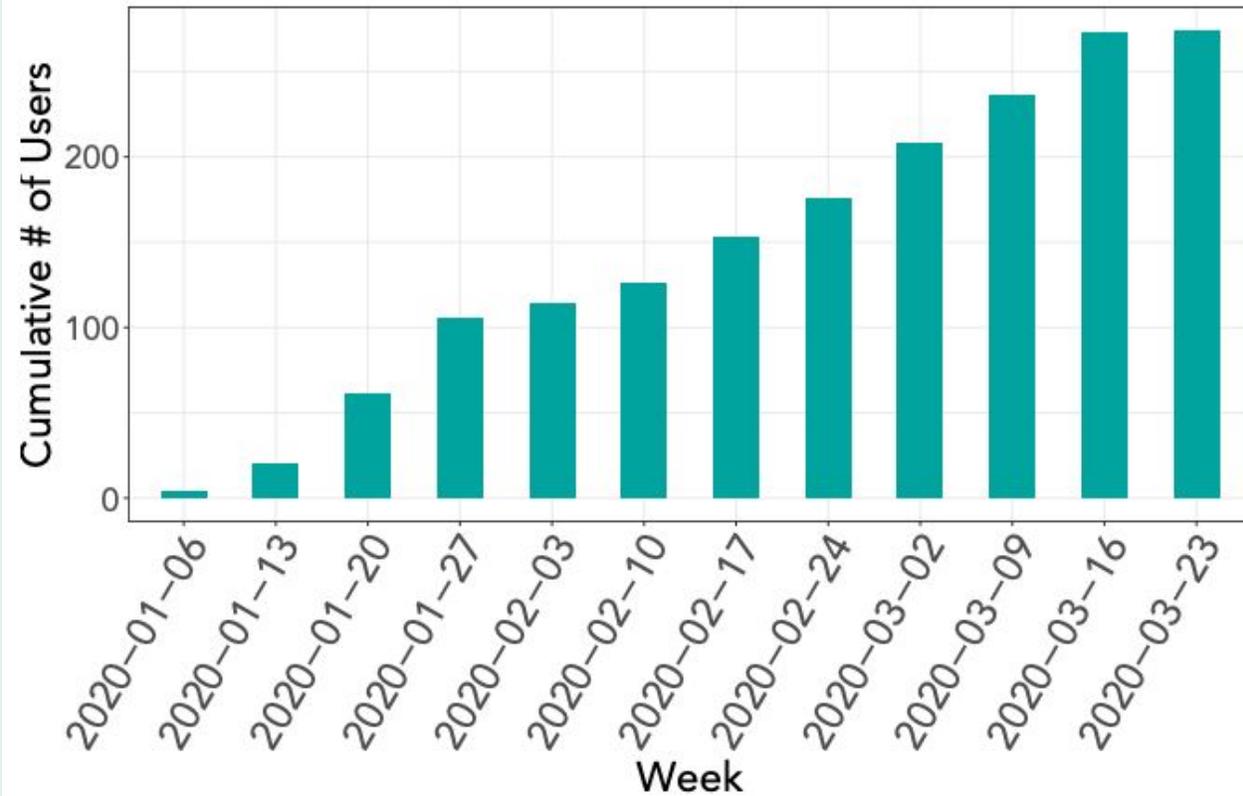
Tracking Statewide Engagement by Solution: Community Motivator

Build opt-in list and optimize engagement through follow-up touchpoints.

Start words: Pledge (English), Censo (Spanish), 人口普查 (Chinese), Spis (Polish), تعهد (Arabic), Compter (French) to 987987

Community Motivator Progress

Cumulative Unique Users by Week



66.6% ▲

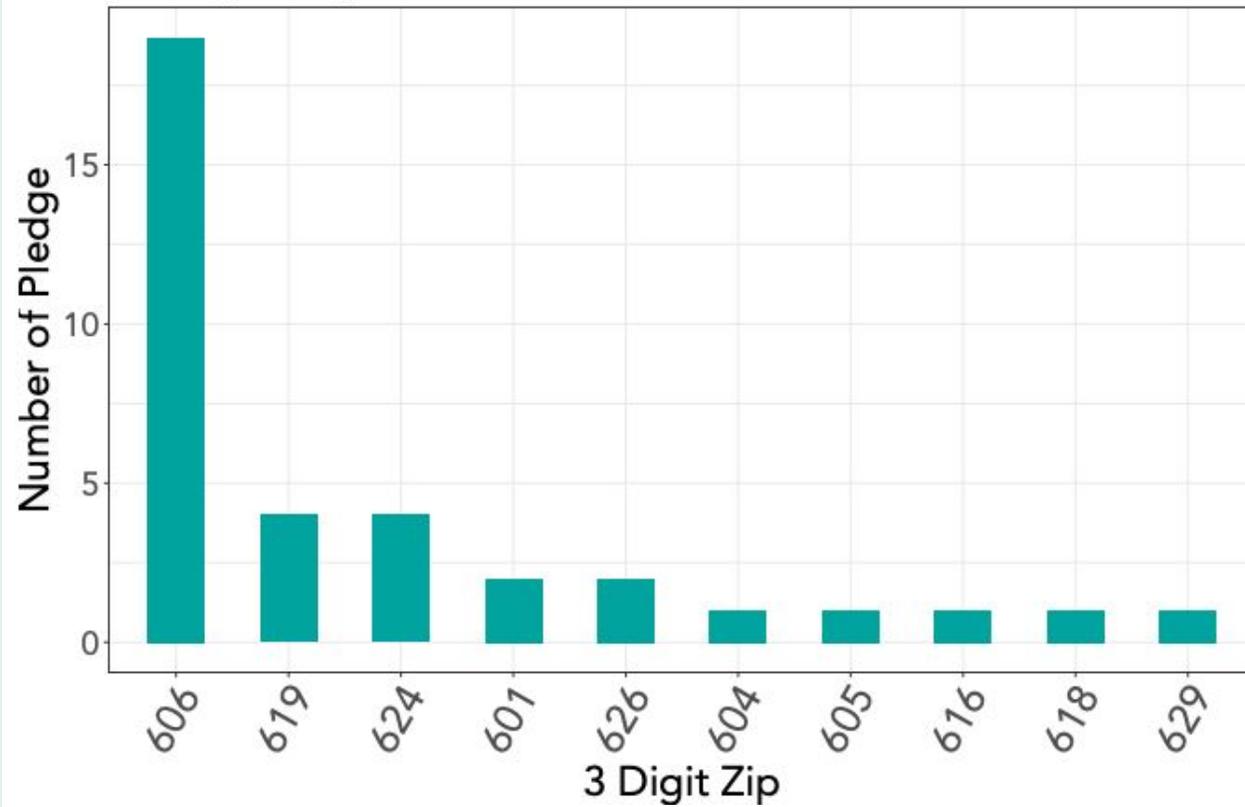
Change in engagement since marketing launch

LANGUAGES: English, Spanish, Polish, Chinese, French, Arabic

PROGRESS: Engagement totals for Community Motivator have lagged behind the other two solutions, but are showing a steady increase even in the wake of coronavirus.

Community Motivator Progress

Pledges by Location



KEY TAKEAWAYS:

- The highest number of zip code engagements have been from the city of Chicago.
- 38% of residents provided their full zip codes

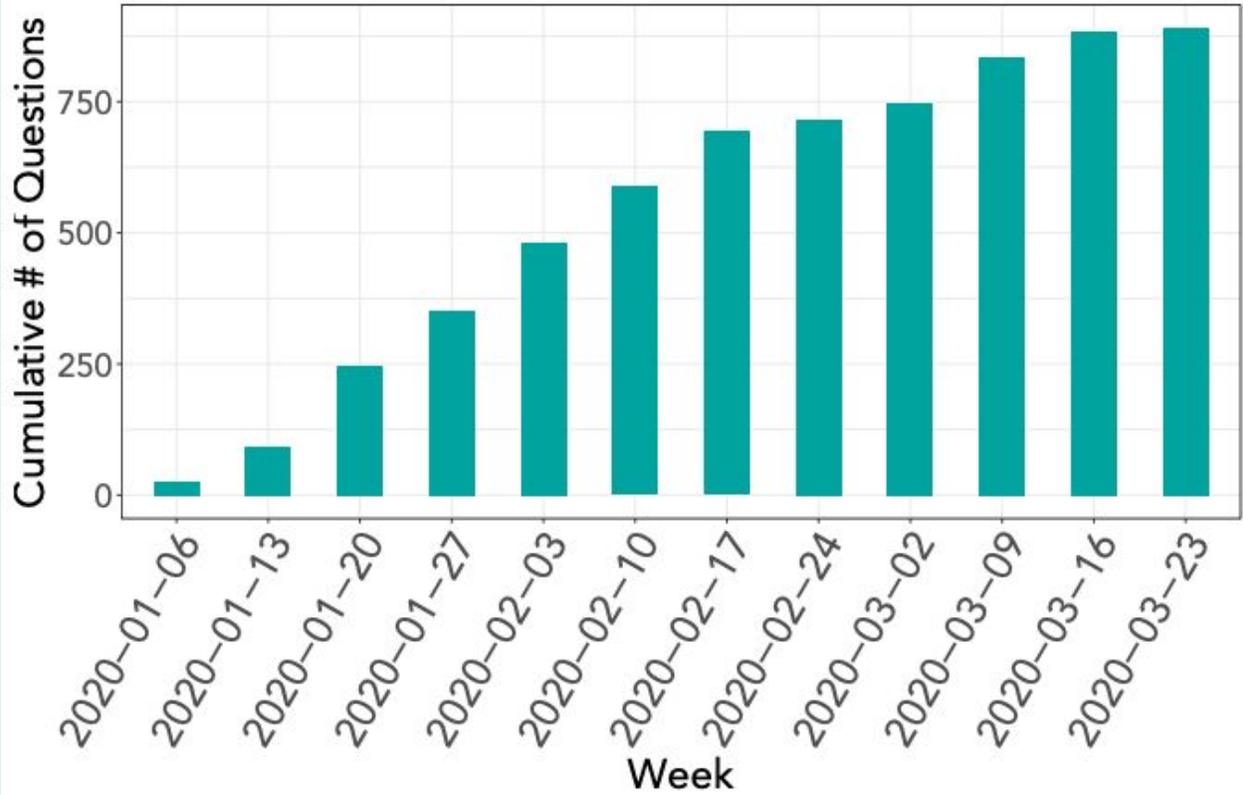
Tracking Statewide Engagement by Solution: HelpDesk

Address 10,000+ constituents questions quickly, conveniently, and confidentially.

Start words: Question (English), Pregunta (Spanish), 题 (Chinese)
to 987987

HelpDesk Progress

Questions by Week (Cumulative)



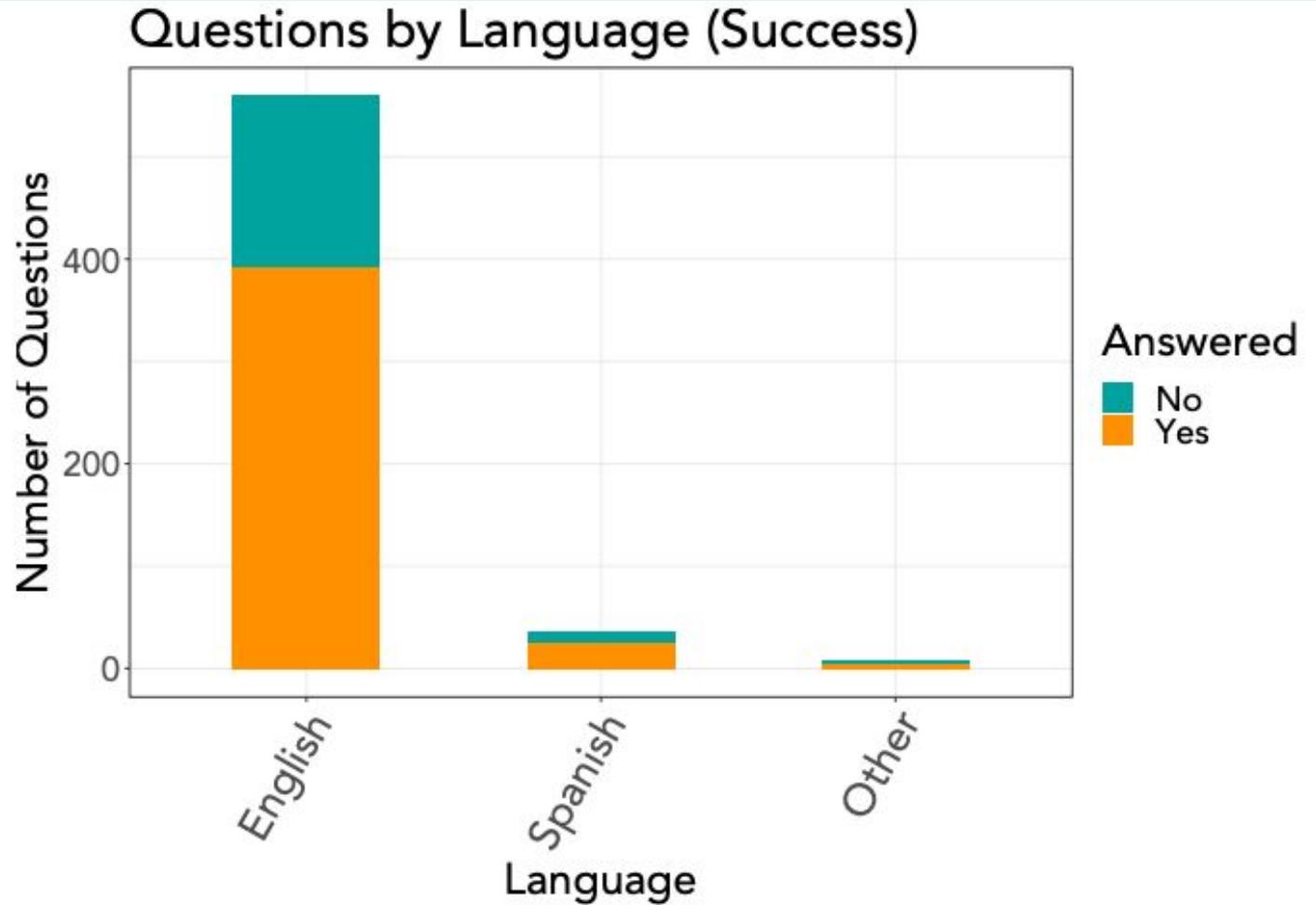
18% ▲

Change in engagement since marketing launch

LANGUAGES: English, Spanish, (+ Chinese)

PROGRESS: The HelpDesk solution has shown the most consistent engagement stats of the three solutions thus far.

HelpDesk Progress

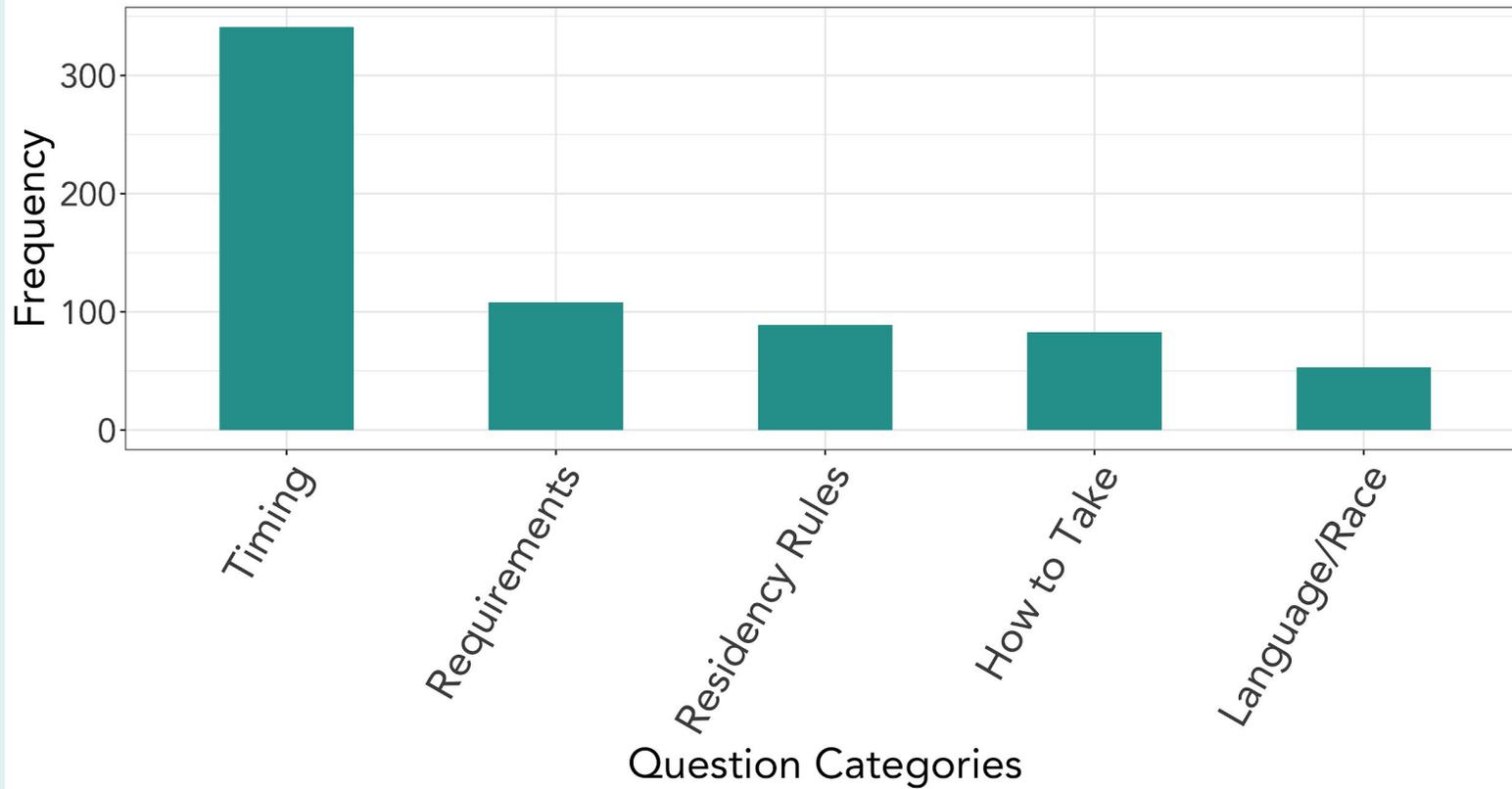


KEY TAKEAWAYS:

- The majority of questions thus far have been asked in English.
- Eighty percent of the questions asked yielded a correct response by the HelpDesk, as self-reported by users. The answers to the questions that were reported as not answered will be updated each week in the knowledge base.

Top Statewide FAQ Topics

Most Frequent Topics



- **Timing:** When is the Census?, When does it start?
- **Requirements:** Do I need an ID?, Is the Census mandatory?
- **Residency rules:** Where are college students counted?, Do I count my baby?
- **How to Take:** Do I need the mailer to take the Census?, Can I go online to fill out the Census?
- **Language/Race:** What languages are the forms in?, If I identify as Egyptian, does the Census count me as white or other?

HelpDesk Updates: General Census Questions/Topics

Questions

- What if I can't fill out my form?
- Is a license or government ID needed to fill out the Census?
- Will I be counted if I'm detained by immigration?
- What if the link to braille guide is broken?
- What happens if I receive two invitations?
- How the homeless are counted if libraries are closed?

Topics

- Counting children split between two homes
- Census delay because of coronavirus/worry about the pandemic
- Race vs. Ethnicity

These are general questions that have recently been asked to the HelpDesk knowledge base and are not specific to the State of Illinois. Responses to these questions/topics have been sourced and programmed by CCL.

HelpDesk Updates: Coronavirus Questions

Recently added questions on the Coronavirus:

- Is the Census still happening?
- Will the Census be canceled or postponed?
- How is coronavirus changing the Census?
- What can I do if I'm quarantined?
- Will a census taker still come to my door?
- Do I have to open the door to Census workers during this time?
- Will Census workers be tested for coronavirus?
- What if my family member is in the hospital?

Examples of programmed responses:

- The self-response for the Census is still happening during the COVID19 pandemic. Encouraging self-response is the best way to prevent an undercount. You can still take the Census by phone (844-330-2020), online (<https://my2020census.gov/>), or by paper form.
- Census operations are rapidly changing to adjust to coronavirus. Mobile questionnaire assistance, group quarters, and early non-response follow-up have already been affected by the coronavirus pandemic. For up-to-date information, see <https://2020census.gov/en/news-events/press-kits/covid-19.html>

These are a combination of questions that have recently been asked to the HelpDesk knowledge base and questions that were sourced through the Leadership Conference. The questions are not specific to the State of Illinois. Responses to these questions have been sourced and programmed by CCL. Incorporating these questions and responses is a key update to the knowledge base as we anticipate that questions will continue to be asked about how the coronavirus will impact the 2020 Census.

Our Recommendations

What You Can Do | DHS & Regional Intermediaries

- Leverage solutions in social media and marketing strategies to decrease the need for in-person interaction (DHS & RIs)
- Continue to promote the Field Staff Recruiter solution (DHS)
 - Though the US Census Bureau has halted field operations until April 1st, they are still accepting applications in anticipation of a shorter response period
- Increase capacity to make RIs feel more comfortable with the Census solutions (DHS)
- Create gameplans with select RIs to determine what's working and what's not working (DHS)
- Train RIs on how to use digital solutions (DHS)
 - Leverage recorded training videos, social media and email templates, and scripts
 - Promote Jobs, HelpDesk, and Pledge to be Counted via email and social media
- Create gameplans with select RI's to determine what's working and what's not working (DHS)
- Champion and amplify the work of the RI Rockstars (DHS)

What You Can Do | Census Advisory Panel Members

- Utilize ready-to-use social media and marketing templates:
 - Promote Text to 987987 HelpDesk and Pledge to be Counted in your social media and emails
 - <https://www.censusoutreach.org/census-resources>
- Add the HelpDesk chatbot to your respective websites
 - Contact the DHS team for requests
- Consult your special committees and ask them to push out the messaging

Thank you!

www.censusoutreach.org | www.communityconnectlabs.com



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Appendix

Census 2020 & Coronavirus: Key Date Changes

ACTIVITY/OPERATION	PLANNED SCHEDULED	ADJUSTMENT	REVISED SCHEDULE
Self-Response Phase (online, phone, mail)	March 12–July 31	Extended	March 12–August 14
Mobile Questionnaire Assistance	March 30–July 31	Delayed	April 13–August 14
Early Nonresponse Followup (NRFU)	April 9–July 31	Delayed	May 7–August 14
Nonresponse Followup (NRFU) and NRFU Reinterview	May 13–July 31	Delayed	May 28–August 14
Group Quarters Enumeration	April 2–June 5	Delayed	April 16–June 19
Service-Based Enumeration	March 30–April 1	Delayed	April 29–May 1
Census counts people experiencing homelessness outdoors	April 1	Delayed	May 1
Enumeration of Transitory Locations	April 9–May 4	Delayed	April 23–May 18

Community Motivator: Build Engagement Pipeline

- Available in English, Spanish, Polish, Chinese, French, Arabic
- Build opt-in list
- Optimize engagement through follow-up touchpoints
- Increase self-response

TEXT **CENSUS** TO **987987**

DEDICATED NUMBER

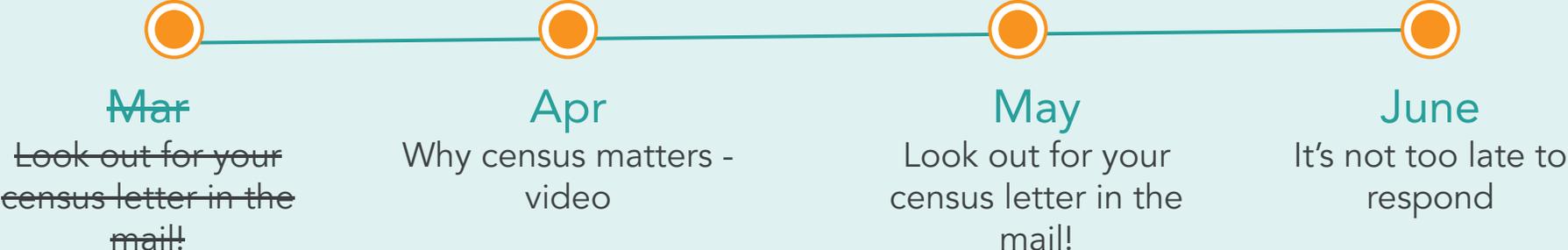
In 2020, I will be counted in the **Census** because my voice counts

x *Ana*

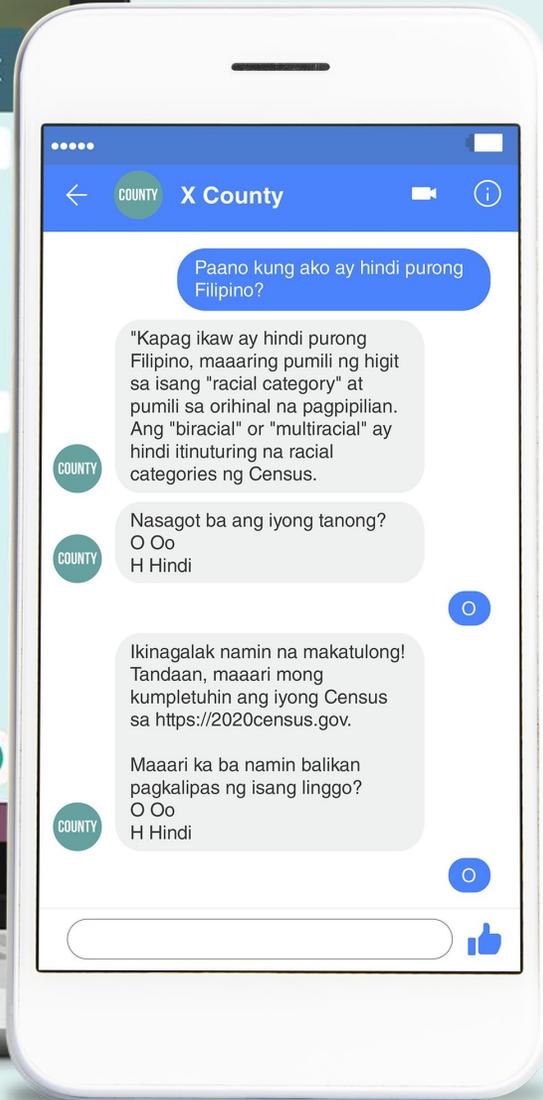
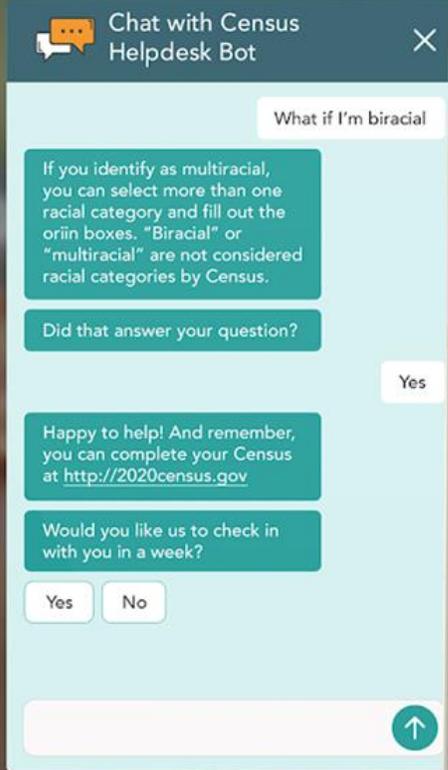
PERSONALIZABLE MESSAGE

ADD YOUR LOGO

4 Follow-up Touch-Points

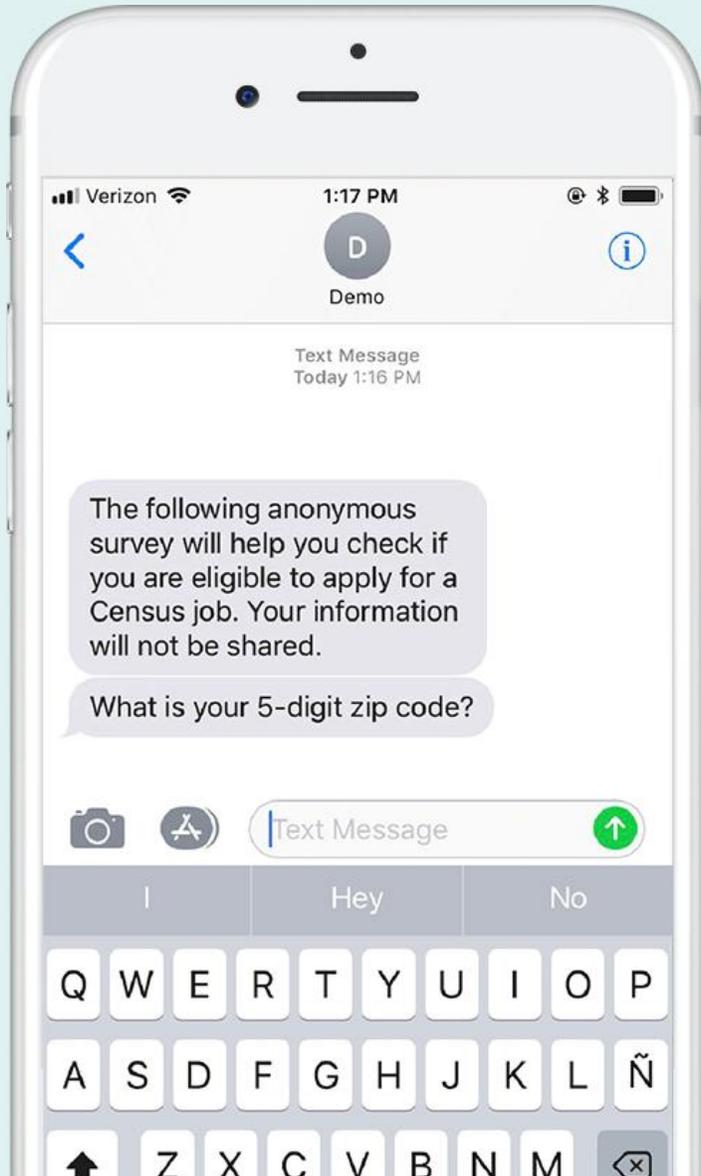


HelpDesk: Answer Questions



- Available in English, Spanish (+ Chinese)
- Address 10,000+ constituents questions quickly, conveniently, and confidentially
- Provide answers in state's top languages
- Top FAQ about COVID-19 is being added to the knowledgebase

Field Staff Recruiter: Hire Census Enumerators



- Available in English and Spanish
- Build, engage, and support a pipeline of qualified field staff candidates via text
- Educate candidates about census opportunities, direct qualified candidates to census application and connect candidates to local resources for application support
- Keep qualified candidates motivated and informed through complex application process